

## Marketing Planner

Program/Department \_\_\_ Psychology-AA-T \_\_\_\_\_ Date \_\_\_ F/S/M 2015-16 \_\_\_\_\_

Administrator/Department Chair \_\_\_ K. Kocel \_\_\_\_\_

Project \_\_\_\_\_ Fall/Spring/Summer 2015-16 Psychology Plan \_\_\_\_\_

Objective	Action Plan	Person/Group Responsible	Cost/Time/Supplies Needed	Completion Date
BCC 2015-16 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	1. Schedule Information Sessions for Prospective New Psychology, First Year Experience majors.	K. Kocel, Counselors	25 hrs.	Dates to be scheduled throughout Fall, Spring, Summer 2015-16
	<ul style="list-style-type: none"> <li>• Contact prospective inquiries and returning Psychology majors.</li> </ul>	" " " "	20-30 hrs.	Ongoing
	2. Arrange Psychology information to be distributed to Psychology and community organizations.	K. Kocel, BCC Outreach	\$300 for Paper	June, October

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 Administrator/Department Chair \_\_\_\_\_ K. Kocel \_\_\_\_\_  
 Project \_\_\_\_\_ Fall/Spring/Summer 2015-16 Psychology Plan \_\_\_\_\_

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BCC 2015-16 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	3. Annually update handouts.	K. Kocel, PIO	3 hrs./semester	Summer/Fall 2015
	• Edit, and produce 500 program handouts each semester.	K. Kocel, PIO	20 hrs.	Summer/Fall 2015
	4. Annually evaluate Mktg. Plan with Psychology program coordinator.	K. Kocel	2 hrs.	January-February

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BCC 2015-16 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	5. Organize, schedule and conduct 2 focus group sessions in year of Psychology major review.	K. Kocel, PIO	12 hrs	Year of Curriculum Committee program review.
	6. Organize production of PSAs, TV programs which highlight Psychology major in peralta.TV spots and public affairs segments.	PIO, K. Kocel, peralta.TV	20 hrs.	Year of Curriculum Committee program review.
	7. Increase e-marketing/media channels for Psychology major.	K. Kocel, Faculty, Students	25-30 hrs.	Fall/Spring 2015-16
	8. Update and maintain Psychology Web page on Berkeley City College Web site.	College Web Technician	12 hrs.	August

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